

MEDIA BOOK



Irish Life

**FEMALE PROTECTION REPORT
FEBRUARY 2018**

Summary to date 15/02/2018

SUMMARY OF COVERAGE

DATE	MEDIA	ARTICLE	
ONLINE			DAILY VIEWS
6 th Feb	Independent.ie	'Worrying' lack of adequate financial protection for women in Ireland - research	297,660
6 th Feb	Irish Examiner.ie	Less than half of women have financial protection	34,305
6 th Feb	Evening Echo.ie	Less than half of women have financial protection	2,890
6 th Feb	Breaking News.ie	Less than half of women have financial protection	39,005
7 th Feb	Businessworld.ie	Less than half of Irish women have any form of financial cover	4,897
	Sheology Interview – MummyPages, MagicMum & SheMazing	TBC	
BROADCAST			LISTENERSHIP
7 th Feb	CRC 102.9 FM	The Chatroom – News bulletin	19,500
12 th Feb	Near FM	Northside Today – Interview with Sarah Kelly	13,200
PRINT			CIRCULATION
7 th Feb	Irish Daily Mirror	Women lack money cover	35,433
7 th Feb	Irish Sun	Cover Worry	54,407

OVERALL VIEWERSHIP/AUDIENCE	
Online	378,757
Broadcast	32,700
Print	89,840
TOTAL	501,297

Independent.ie, 6 February

<https://www.independent.ie/business/personal-finance/worrying-lack-of-adequate-financial-protection-for-women-in-ireland-research-36574286.html>

'Worrying' lack of adequate financial protection for women in Ireland - research



Just 45pc of women were found to have any form of cover to support them in times of financial difficulty (stock image)

Louise Kelly

February 6 2018 3:56 PM

Less than half of women in Ireland have adequate financial protection, according to extensive research from one of the country's leading insurers.

The latest study from Irish Life has found that the number of women covered by life insurance, specified illness cover or income protection falls behind the number of men with such policies.

Just 45pc of women were found to have any form of cover to support them in times of financial difficulty compared with two thirds of men following the research by Coyne Research last December.

Senior Manager for Protection in Irish Life Retail, Sarah Kelly said that it was "worrying to see a stark lack of financial protection for women in Ireland".

"It's really important that women take time to assess their own financial protection needs and what they can do to protect themselves and their family against any unexpected events," she said.

Irish Life's 2017 claims report also revealed that only one third of life insurance claims that the group paid out last year were to women, and the majority of specified illness claims (53pc) were also paid to men.



Senior Manager for Protection in Irish Life Retail, Sarah Kelly

"We need to make women in Ireland more aware of the real benefits of life and specified Illness cover, as it can be a lifeline for them and their families in times of difficulty," said Mrs Kelly.

"Women are typically more pro-active when it comes to having these conversations but they don't have the policies in place."

Mrs Kelly believes that part of the reason for the imbalance may be due to the lack of value that stay-at-home mums believe they have.

According to the CSO, some 454,700 people - the vast majority at 98pc being women - state working in the home as their main role.

Recent cost-analysis research from Royal London reports that the average pay value for this job falls in around the €42,000 mark annually.

"Women working in the home need to realise that they have value, and that there would be a financial loss in the event of their death or serious illness," said Mrs Kelly.

Other insights highlighted in the claims report include the fact that women are claiming life insurance payments and specified illness payments at an earlier age than men (average 64 years to 67 years).

Furthermore, for specified illness claims, the average age for female claimants was 51-years-old in comparison to 55 years for male claimants.

Irish Life said that it paid out €187.8m to 2,582 customers and their families affected by illness and death over the course of last year.

Online Editors

Irish Examiner.ie, 6 February

<https://www.irishexaminer.com/breakingnews/ireland/less-than-half-of-women-have-financial-protection-826601.html>

Less than half of women have financial protection

Tuesday, February 06, 2018 - 10:46 am

Less than half of women in Ireland have any form of financial cover to support themselves in times of financial difficulty, according to research by Irish Life.

Two-thirds of men have protection such as life insurance, specified illness cover or income protection, compared to less than half of women.

In addition, only one-third of life insurance claims that Irish Life paid out last year were to women, highlighting a worrying insight into a lack of financial protection for women in Ireland.



"It's worrying to see a stark lack of financial protection for women in Ireland, which is reflected in both our 2017 claims report and our own research study with Coyne Research," said Sarah Kelly, Senior Manager for Protection in Irish Life Retail.

"It's really important that women take time to assess their own financial protection needs and what they can do to protect themselves and their family against any unexpected events.

"Very often this is forgotten about or delayed due to the hustle and bustle of everyday life.

"We need to make women in Ireland more aware of the real benefits of life and specified Illness cover, as it can be a lifeline for them and their families in times of difficulty."

The 2017 claims report published recently by Irish Life highlighted several interesting female insights:

- Only one-third of life insurance claims paid by Irish Life in 2017 was for women, the majority of claims paid were for men (60%);
- In addition, just 45% of specified illness claims were paid to women, compared to 53% to men;
- Women are claiming life insurance payments and specified illness payments at a much earlier age than men – the average age for female life claims was 64 years, compared to 67 years for men;
- For specified illness claims, the average age for female claimants was just 51 years, compared to 55 years of age for male claims.

This data supports recent research findings by Irish Life, which found that less than half of women (45%) have any form of financial cover to support them in times of financial difficulty.

Irish Life's 2017 claims report shows the number of women dying from cancer in Ireland remains high, as over half of women's life insurance claims (54%) were for cancer in 2017, compared to 38% of men.

Cancer was also the main cause for specified illness claims for women (77%) and for men (49%).

Breast cancer was the main type of cancer claim for women (39%), followed by colon cancer and ovarian cancer.

- Digital Desk

Evening Echo.ie, 6 February

<http://www.eveningecho.ie/nationalnews/Less-than-half-of-women-have-financial-protection-3fee17f6-4795-490d-b96d-20d95abbe58b-ds>

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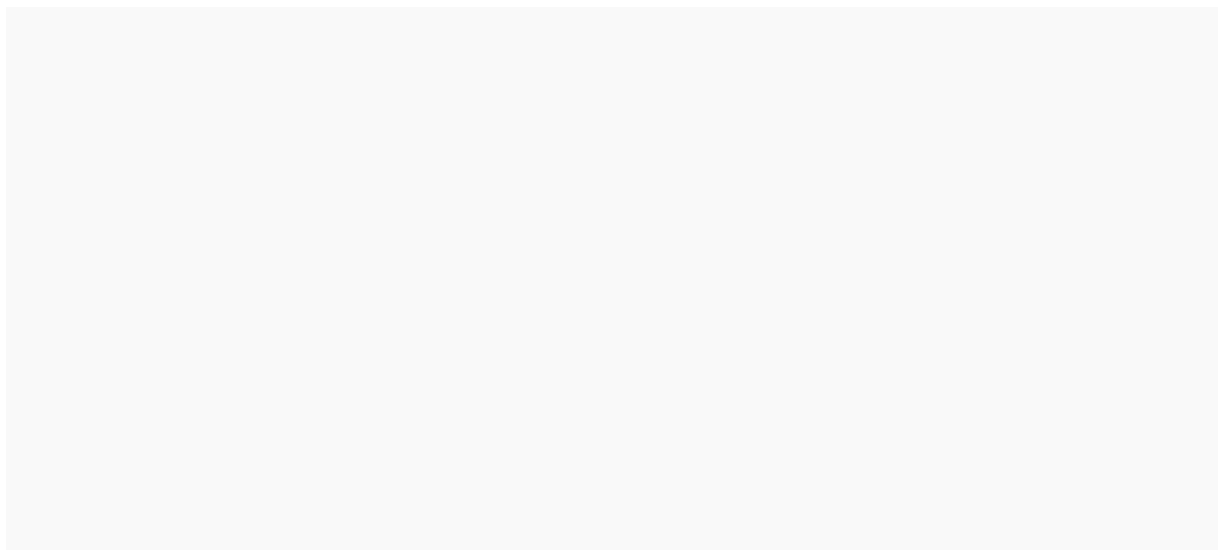
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<https://www.breakingnews.ie/ireland/less-than-half-of-women-have-financial-protection-826601.html>

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- Digital Desk

Businessworld.ie, 7 February

<https://www.businessworld.ie/financial-news/Less-than-half-of-Irish-women-have-any-form-of-financial-cover-570273.html>

LESS THAN HALF OF IRISH WOMEN HAVE ANY FORM OF FINANCIAL COVER

Written by Robert McHugh, on 7th Feb 2018. Posted in [Financial](#)



New research released yesterday by Irish Life has found that women in Ireland are under-protected when it comes to securing the financial future of themselves and their families.

It is estimated that less than half of women in Ireland have some form of financial protection such as life insurance, specified illness cover or income protection, compared to two thirds of men (60%).

Furthermore, just 45% of specified illness claims were paid to women, compared to 53% to men. The research shows that women are claiming life insurance payments and specified illness payments at a much earlier age than men – the average age for female life claims was 64 years, compared to 67 years for men. For specified illness claims, the average age for female claimants was just 51 years, compared to 55 years of age for male claims.

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Irish Life recently published its annual claims report for its retail business, confirming that it paid out €187.8 million to 2,582 customers and their families affected by illness and death during


2017. The claims report highlights that Irish Life paid €129.7 million for 1,689 Life Insurance claims, €53.7 million for 853 Specified Illness Cover claims, and a further €4.4 million for 40 Terminal Illness claims.

Speaking this week, Senior Manager for Protection in Irish Life Retail, Sarah Kelly said, "It's worrying to see a stark lack of financial protection for women in Ireland, which is reflected in both our 2017 claims report and our own research study with Coyne Research. It's really important that women take time to assess their own financial protection needs and what they can do to protect themselves and their family against any unexpected events."

Source: www.businessworld.ie

BROADCAST


CRC 102.9 FM, 7 February



Irish Life featured
Article by [Unattributed](#) in CRC 102.9 | 07/02/2018 | Page:0

Keyword: Irish Life
Reach: 26640
Duration: 00:05:00
Value: 80.00

Article



Headline:	Irish Life featured		
Summary:			
Station:	CRC 102.9		
Type:			
Programme Name:	The Chatroom		
Programme Start:	00:00		
Date:	07/02/2018		
Clip Start:	01:49:36	Clip End:	01:54:36
Clip Duration:	5:00	Clip ID:	58341412

Near 90.3 FM, 12 February



Irish Daily Mirror, 7 February

Women lack money cover

LESS than half of Irish women have any financial cover, it has emerged.

A report by Irish Life has found only a third has life insurance, illness cover or any income protection.

A spokeswoman said: "It's worrying to see a stark lack of financial protection for women, which is reflected in our claims."

Irish Sun, 7 February

COVER WORRY

LESS than half of women in Ireland have any form of financial cover to support themselves in hard times, a new survey shows.

Two thirds of men have protection such as life insurance, specified illness cover or income protection, compared to less than half of women.

And only a third of life insurance claims paid out by Irish Life last year were to women. The company's Sarah Kelly said: "It's important that women take time to assess what they can do to protect themselves and their family against unexpected events."